

## Jeep® Brand Launches Global “My Jeep Story” Digital and Social Campaign

- Year-long campaign provides a global platform for the Jeep® brand's passionate community and the wider world to join with them in celebration of its 75th anniversary by sharing their own Jeep brand stories
- Campaign ignited with music artist Ciara sharing her very own Jeep Wrangler story on Monday, March 28, on [www.jeep.com/myjeepstory](http://www.jeep.com/myjeepstory)
- “My Jeep Story” speaks to the brand’s recent Super Bowl proclamation – “We Don’t Make Jeep, You Do,” celebrating the global community that has shaped its past and present while looking to the future
- Jeep brand fans can share their story on [www.jeep.com/myjeepstory](http://www.jeep.com/myjeepstory) beginning Thursday, April 7, as well as across Facebook, Twitter and Instagram with **#myjeepstory**
- Each month will feature a themed “Story Session” tied to key celebratory brand moments, including Summer Fun, favorite canines and military appreciation
- The year will culminate with a digital compilation of “75” stories that speak authentically to the spirit of the brand
- Jeep brand to make \$1.4M donation to partner USO this year (also marking its 75th anniversary this year)

March 28, 2016, Auburn Hills, Mich. - On the heels of its breakout Super Bowl campaign marking its 75th anniversary, the Jeep brand is kicking off a year-long campaign with a global footprint to include both digital and social elements. “My Jeep Story” will provide a platform for the brand's passionate community and the wider world to join the 75th anniversary celebrations by sharing their own, authentic and inspiring Jeep brand stories – enabled by Jeep vehicles and embodying the spirit of the brand through the pillars of freedom, adventure, authenticity and passion. “My Jeep Story” will live on the Jeep brand's microsite, [www.jeep.com/myjeepstory](http://www.jeep.com/myjeepstory), and across social media through Facebook, Twitter and Instagram using #myjeepstory. The year will culminate with a digital compilation of “75” stories that speak authentically to the spirit of the brand.

“As we mark the 75-year milestone of the Jeep brand, there is no other brand that is able to embrace its global community in a way that invites these individual and compelling stories that have also shaped their own, personal journeys,” said Olivier Francois, Chief Marketing Officer, FCA Global. “Our Super Bowl campaign firmly acknowledged ‘We Don’t Make Jeep, You Do,’ recognizing that the rightful ownership of the brand resides uniquely within its fans, followers and owners. ‘My Jeep Story’ will help bring to life and pay tribute to the true spirit and humanity that has come to embody the brand.”

“My love for the Jeep brand started in my early days, when I would listen to my father’s military stories, and remained prevalent to the days when I drove my Jeep Wrangler to the studio at the start of my dream career as a musical artist,” said Ciara. “I’m so proud to be celebrating the Jeep brand’s 75th anniversary and helping to launch their ‘My Jeep Story’ campaign.”

Fans can post their stories now to their Instagram, Twitter and Facebook channels with **#myjeepstory**. In addition, fans can go to [www.jeep.com/myjeepstory](http://www.jeep.com/myjeepstory) to post video of their own “My Jeep Story” directly onto the microsite beginning Thursday, April 7. Throughout the year, fans and followers will be surprised by a chance to create a new “My Jeep Story” via Jeep branded experiences and adventures. Music artist Ciara, who appeared at Camp Jeep during the New York Auto Show (Wednesday, March 23), celebrates the campaign in the telling of her very own Jeep Wrangler story on the brand’s microsite.

In what will be a significant day for the Jeep brand – and its fans, followers and owners – stay tuned to its digital and social channels in the coming week for the announcement of the brand’s April “Story Session.”

Upcoming monthly “Story Sessions” will celebrate Summer Fun, favorite canines and military appreciation. As part of the Jeep brand’s shared history with partner USO, both marking 75 years in 2016, the brand is making a \$1.4 million dollar donation to the organization.

The Jeep brand launched its [75th Anniversary](#) with two spots during this year’s Super Bowl 50, “ [Portraits](#)” and “ [4x4ever.](#)”

### **Jeep Brand**

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand’s off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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